

The Honorable

Judy Chu, Ph.D., CHAIR, California State Board of Equalization

Los Angeles Regional Small Business Development Center Network

National Association of Women Business Owners-Los Angeles Chapter

invite you to attend a

Free

Advanced Seminar for Women Entrepreneurs

Featuring Inspirational
Keynote Speaker:

Maria Contreras-Sweet,
Founding Chairwoman of Promérica Bank

Friday, August 22, 2008

9:00 a.m. – 3:30 p.m.

(Check-in begins at 8:00 a.m.)

Santa Monica Public Library, Martin Luther King Jr. Auditorium
601 Santa Monica Blvd., Santa Monica, CA 90401

Parking \$10.00 a day

To Register: Call: 213-593-1311 • Email: womens.seminar@boe.ca.gov



The location is accessible to people with disabilities.
If you require special assistance, please call 213-593-1311.



AGENDA AT-A-GLANCE

WHO SHOULD ATTEND?

- Small business owners
- Professionals currently operating a business who have questions about state or federal tax laws
- Individuals who want to improve their business know-how

Friendly Assistance

Results in One Day

Efficient Use of Time

Expert-Led Classes

Register at

www.boe.ca.gov/sutax/tpsched.htm

or

Email at

womens.seminar@boe.ca.gov

or

Call

213-593-1311

9:00 a.m. - 9:45 a.m.

Opening Ceremony

Keynote Speaker: Maria Contreras-Sweet

Maria Contreras-Sweet is the Founding Chairwoman of Promerica Bank, serving small to mid-sized businesses with a focus on the Latino business community. Contreras-Sweet is one of the first Latinas in the country to found a publicly traded company.

9:45 a.m. - 10:15 a.m.

Expo Exploration/Networking Session

Concurrent Workshop Sessions

10:15 a.m. - 11:00 a.m.

Session I—Marketing Strategies

- Marketing tools for the newly established business owner.
- How to create a strong brand identity "Brand Equity".

Session II—Strategies for Retaining Your Client Base

- How to keep your customers happy and ensure steady business, especially in these tough economic times.

11:15 a.m. - 12:00 p.m.

Session I—Managing Business Capital Growth

- How to seek credit and equity financing to grow your businesses.
- How to find and use capital for nurturing your new businesses.

Session II—Critical Support & Human Capital

- Guidelines to follow when hiring employees, using independent contractors, or entrusting professional advisors with your business.
- Importance of delegating some tasks to others, and encouraging you to stop trying to do everything on your own.

12:15 p.m. - 1:15 p.m.

Lunch Break

1:15 p.m. - 2:00 p.m.

Session I—Contracting Opportunities

- Learn 4 steps to become a CA Certified SB and how to do business with the government! Hear from the Small Business Administration (SBA), Office of Procurement (Federal Contracting), DGS (State Contracting) and the Los Angeles County Office of Small Business (Local).
- Learn how to become a Certified Woman Business Enterprise (WBE) and win those large corporate contracts! (Presented by Women Business Enterprise National Council, WBENC).

Session II—Expand Your Business Abroad

- Think you have a great product or service you can export abroad? Learn the "How To's" of Exporting from expert trade specialists (U.S. Commercial Service).
- Learn about your finance options for exporting (EXIM BANK).
- Learn how to protect yourself with "political risk insurance" when doing business overseas—Overseas Private Investment Corporation (OPIC).

2:15 p.m. - 3:00 p.m.

Session I—Green Growth Strategies

- How to make your business more eco-friendly and profit from this movement!

Session II—Sales and Use Tax: How to Avoid Common Pitfalls

- Learn the importance of maintaining accurate and complete books and records for at least four to seven years with back-up materials. In the event of an audit, accurate books will ease the process for the business owner.

3:00 p.m. - 3:30 p.m.

Expo Exploration/Networking Session (Wrap up)

Note: Classes and times are subject to change

ALL AT NO COST!



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REGISTER NOW

NAMES OF ATTENDEES: (PLEASE PRINT)

1. _____ Title _____

Email Address _____

2. _____ Title _____

Email Address _____

3. _____ Title _____

Email Address _____

4. _____ Title _____

Email Address _____

BUSINESS INFORMATION (PLEASE PRINT)

Business _____

Address _____

City _____ State _____ Zip _____

Phone _____

4 EASY WAYS TO REGISTER



Online at

www.boe.ca.gov/sutax/tpsched.htm



Email

womens.seminar@boe.ca.gov

Please Include:

Name, email and mailing address



Fax

The completed registration form
to 213-593-1317



Phone

Call 213-593-1311

We know your time is important. We give you just the most relevant information. During this fast-paced day we will give you the facts you need the most to be a successful businessperson.

We begin at 9:00 a.m. and end at 3:30 p.m.
Check-in is from 8:00 a.m. – 9:00 a.m.
Opening remarks will begin promptly at 9:00 a.m.

Expo table representatives will be available from 9:45 a.m. – 3:30 p.m. to answer your individual questions. This is also a good time to network with your fellow business owners.

Register early – Space is limited

Parking \$10.00 a day

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10 MORE REASONS TO ATTEND

1. Meet with representatives from various local and government agencies and nonprofit organizations—ready to answer your specific business questions
2. Learn about state tax laws and how they apply to your business
3. Gain information about making your business “eco-friendly”
4. Expand your business by expanding your knowledge base
5. Be better prepared to sustain your business
6. Get advice about record keeping, including specifics about what business records you must keep
7. One-Stop-Shop: save time, money and gas
8. Network with other small business owners
9. Business sense - the more you know, the more “cents” you make
10. Access to free business resources: gather free informative brochures and publications for future reference

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PARTICIPANTS

- California State Board of Equalization (BOE)
- Santa Monica Economic Development Division
- Women Business Enterprise National Council (WBENC)
- U.S. Small Business Administration (SBA)
- U.S. Commercial Service, West L.A.
- Export Import Bank of the United States
- Overseas Private Investment Corporation (OPIC)
- Department of General Services—Procurement Division
- Los Angeles Regional Small Business Development Center Network
- National Association of Women Business Owners Los Angeles Chapter (NAWBO-LA)
- Los Angeles County Office of Small Business

Subject to Change

Directions

North from LAX:

Start out going East on World Way/Center Way
Take the Century Blvd./CA-1 N/Sepulveda Blvd. North ramp
Take the Century Blvd. ramp
Merge onto W Century Blvd.
Take the I-405 N ramp toward Sacramento
Merge onto I-405 N toward Santa Monica
Merge onto I-10 W toward Santa Monica
Take Exit 1B toward CA-1 South/Lincoln Blvd.
Turn slight Left onto Olympic Blvd.
Turn Right onto 7TH St.
Turn Left onto Santa Monica Blvd.
End at 601 Santa Monica Blvd., Santa Monica, CA 90401-2501

South from West Los Angeles:

Merge onto I-405 S
Merge onto I-10 W toward Santa Monica
Take Exit 1B toward CA-1 South/Lincoln Blvd.
Turn slight Left onto Olympic Blvd.
Turn Right onto 7TH St.
Turn Left onto Santa Monica Blvd.
End at 601 Santa Monica Blvd., Santa Monica, CA 90401-2501